How important is having enough food to eat? It means living healthily to help fight against chronic disease. It means being more mentally focused and able to learn and succeed in school or at work instead of worrying about your next meal.

Food is a solid defense against important issues the world throws at us, and we are proud that Second Harvest Heartland is on the front lines of getting more food to those who need help with this important bridge to stability.

Last year, we introduced a new tagline: “Food Changes Everything™.” These words sum up not only the essence of what we do at Second Harvest Heartland, but also how food brings hope. We believe food lifts people out of hunger as well as despair. Our mission is to end hunger through community partnerships such as those we have with thousands of donors, volunteers, agency programs and organizations such as Feeding America, a national network of more than 200 food banks. And by staying true to our values that guide how we operate—including our approach that “We are all in this together”—we are making progress on our goal of ending hunger right here in Minnesota and Wisconsin.

If you’re already supporting Second Harvest Heartland with donations of dollars, time or food, I thank you for partnering with us in this crucial work. If you haven’t had a chance to help us defend our community against hunger, I hope the stories in this report will inspire you to join us.

Statistics prove that when people have enough food, they are able to focus on their quality of life. Enough food means people are physically healthier, kids can concentrate more in school, adults can work on gaining skills or finding better employment. The benefits go on and on. Providing enough food for people means providing a solid defense against other issues the world can bring.

Second Harvest Heartland is committed to being the first line of defense for helping our communities have enough food.

In this community report, you’ll learn more about Second Harvest Heartland’s community impact—about the meals we’ve distributed to more than 1,000 agency partner programs in our service area, thanks to benevolent partners and the transformational impact of data-driven innovation. Learn how you can become a part of this important movement.
The growing need  Americans are increasingly focused on our peas and carrots. From healthier school lunches to farmers markets, we as a nation are more conscious of the link between nutrition and health. That awareness is reflected in the evolving emergency hunger relief system. Second Harvest Heartland is working to collect and distribute more fresh and nutritious food than ever. Last year, we collected more than 5.9 million pounds of produce from over 50 different growers, and continue to expand our Retail Food Rescue program.

Second Harvest Heartland, and food banks across the country, are in conversation about how to best balance agency partners’ high volume needs for food of all kinds with an increased focus on fresh foods.

We go where the food is  Along with a network of generous partners, Second Harvest Heartland spent the last two harvest seasons successfully piloting ways to capture agricultural surplus in Minnesota—tapping into the more than 200 million pounds of corn, peas and potatoes that go unharvested every year due to weather and other issues.

The sweetest success so far has been our sweet corn rescue project. In collaboration with Hunger-Free Minnesota, Cargill, Seneca Foods, Pinnacle Foods Inc., General Mills, C.H. Robinson, SUPERVALU, other growers and a team of Feeding America food banks, 860,000 pounds of sweet corn were rescued and delivered to food banks in Minnesota and across the country.

That success led to a partnership with Feeding America to form the Second Harvest Heartland-based Produce Capture Institute (PCI) to share best practices across the Feeding America network to build agricultural surplus collection and distribution capacity.

An apple a day  When clients visit the VEAP Food Pantry in Bloomington, Minn., they appreciate receiving fresh produce, according to Nathan Rust, VEAP food program manager. “Many individuals tell us that if apples and other fresh produce items weren’t available at the food shelf they would simply have to go without as they have trouble affording them at the local stores. Many individuals that we serve deal with health issues and access to healthy fresh produce is essential for their nutritional needs,” says Rust. Second Harvest Heartland distributes food to VEAP.

Retail Food Rescue  This program ‘rescues’ less-than-perfect but still perfectly edible and nutritious produce, meat, bakery, dairy and deli items. Retail Food Rescue has been our fastest growing source of donated food. Last year, we collected nearly 30 million pounds of food through the Food Rescue program. More than 275 grocery stores and 80 convenience stores donate food through the Retail Food Rescue program.

Bushel Boy  Bushel Boy Farms, located in Owatonna, Minn., grows premium tomatoes that are an essential selection at most Twin Cities grocery produce departments. Now, Channel One Food Bank and Second Harvest Heartland have access to their healthy, less-than-perfect tomatoes.

SECOND HARVEST HEARTLAND INCREASED DISTRIBUTION OF 2 TYPES OF PRODUCE IN 2010 TO 15 TYPES IN 2013

750% increase
We support a number of programs that connect hungry people with resources that increase their food security.

**Meals for Minds School Pantry Program**
With funding from Target, we distributed nearly 510,000 meals at 11 schools in high-need areas across the Twin Cities through Meals for Minds this year. Since the program began, more than 1.2 million meals have been distributed.

**Supplemental Nutrition Assistance Program (SNAP) Outreach**
One in four people who qualify for SNAP (food stamps) don’t access their benefits. This year, our team of outreach specialists screened more than 11,500 households and successfully assisted and submitted more than 3,000 applications, helping connect more people with more food in their time of need.

**Summer Food Service Program (SFSP)**
This program fills the missing meal gap during the summer months for kids who rely on free or reduced-price meals during the school year. This year, nearly 300,000 meals were served in targeted outreach neighborhoods in Minneapolis and St. Paul, a 10 percent increase over last year. Second Harvest Heartland supported SFSP by building community awareness to increase participation and by providing capacity-building grants to meal site sponsors.

**Commodity Supplemental Food Program (CSFP)**
Through this program, we provide a box of food monthly to income-eligible women, children and seniors through government food programs. This year, we opened 10 new distribution sites, and continue working to better serve underrepresented areas in the metro area and greater Minnesota.

Hungry people are everywhere in your life – from the single mom down the street to the friendly clerk at your local convenience store. A surprising number are doing something they never imagined – visiting one of our agency partner’s food shelves for the first time in their lives.

**Senior citizens**, struggling to make ends meet on a fixed income, are a growing segment of food shelf visitors; they are often reluctant to “take food from younger people they feel need it more than they do,” says Margaret Palan of Western Community Action in Marshall.

**Suburban residents** are falling into poverty as they find their resources dwindling. “Many families are transitioning and struggling with job loss,” says Ann Searles, who has seen a large increase in visits to White Bear Lake Area Emergency Food Shelf.

**Working families** visit Oak Park Youth and Family Center in north Minneapolis for food and community meals. “Many visit us late in the month, when their cash and SNAP resources run low,” says Debra Chavis.

**College students** at Ridgewater Community College use weekly food pickups to augment their limited resources. “Students who are far away from their families need us the most,” says Christie Kurth of the Willmar Area Food Shelf, which operates the campus pantry.

**THE CHANGING FACE OF HUNGER**

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**128% INCREASE IN SUBURBAN POVERTY**

in the Twin Cities since 2000
When you hear about volunteering at Second Harvest Heartland, you likely envision energetic assembly line style packing, labeling and sorting food. But this is only one piece of the puzzle—there are actually more than 20 different volunteer opportunities requiring a variety of interests and skills.

In 2013, volunteers contributed more than 130,500 hours of service to Second Harvest Heartland. A quarter of those volunteer hours were contributed through the Commodity Supplemental Food Program (CSFP) and Target Meals for Minds. Volunteer opportunities range from registering clients for services to delivering food to homebound seniors to distributing groceries and more.

Long-time volunteer Roberta Swanson can be found each Friday organizing the cooler and assisting CSFP clients with bringing food to their cars at our Maplewood location. When talking about why she volunteers, Roberta is filled with emotion, “Hunger is something I have been fortunate enough not to have experienced, so it’s very humbling. I’m happy to provide them with food, a smile and hello. People are so thankful and all I’m doing is bringing a few bags to their car.”

Hillary Frazey, Meals for Minds volunteer, describes volunteering as rewarding. “I enjoy interacting with the families and seeing how all of the pieces come together to get them food,” says Frazey.

With our unique place in the emergency food distribution chain, we are helping change the conversation about hunger relief in new ways such as:

**Hunger Study**  One of the best ways to help solve hunger is to understand its reach. Second Harvest Heartland was one of nearly 200 Feeding America member food banks participating in the 2014 Hunger in America study, set to be released in May. The study is conducted every four years and provides statistically-valid, current data on what hunger looks like on a national, state and county level. The study represents 850 hours from trained volunteers collecting information from 440 clients visiting our agency partners.

**Hunger and Health Forum**  Second Harvest Heartland will be hosting a high-level gathering of Minnesota’s top health care providers and insurers where Boston Consulting Group will present a pro bono research study commissioned by Hunger-Free Minnesota and its partners. The work explores opportunities to link food insecurity interventions with leaders working at the intersection of hunger and health to improve health equity.

**Harvest to End Hunger**  Farmers work hard to put food on our tables, but they can also make a big difference for hungry people in their communities. That’s why the six Feeding America food banks serving Minnesota, including Second Harvest Heartland, launched Harvest to End Hunger MN in February 2014.

Through Harvest to End Hunger MN, there are two ways generous farmers can help:

**Invest an Acre:** Donate the revenue from a bushel, acre or any amount from their grain and sugar beet crops, to stock the shelves of their local food bank and food shelf.

**Share Fresh MN:** Donate excess crops such as sweet corn, potatoes and apples to their local food bank for distribution to food shelves and other agency partners.

For more information: harvesttoendhungermn.org
Food can change the way kids learn and has a positive effect on their health and academic success. As principal at Maxfield Elementary School in St. Paul (where 98 percent of students qualify for free or reduced lunch), Nancy Stachel observes, “Kids who are hungry don’t sleep well, and by noon they are acting out and quick to anger. They are less likely to concentrate, and over time that impacts achievement.”

Her observations are supported by The University of Minnesota Food Industry Center’s Cost/Benefit Hunger Impact study that links hunger with child’s cognitive and physical development. Hunger costs Minnesotans between $1.2 – $1.6 billion annually in direct and indirect healthcare and education costs.

To battle hunger and promote learning, Maxfield Elementary partners with Second Harvest Heartland on hunger relief programs including a Target Meals for Minds mobile pantry that distributes groceries to families of students enrolled at the school and serving as a meal site for the Summer Food Service Program, a USDA program operated by the Minnesota Department of Education.

In Minneapolis, Bertrand Weber, Director of Culinary Services for Minneapolis Public Schools, took his hunger solution on the road. Using Community Close-Up research – developed through Hunger-Free Minnesota by The Boston Consulting Group – he identified high-need, low-resourced areas beyond walking distance to summer meal sites serving nearby high-need children. He then
Minnesota Agri-Growth Council Awards Rob Zeaske
Second Harvest Heartland CEO Rob Zeaske was recognized by the Minnesota Agri-Growth Council as its 2013 Distinguished Service Award winner. This award honors those who have significantly contributed to Minnesota’s food and agriculture industry. Rob and Second Harvest Heartland were honored for partnership with farmers, growers and food manufacturers to bring more fresh food into the hunger relief system.

Hunger-Free Minnesota Wins SNAP Campaign Award
Hunger-Free Minnesota, co-founded by Second Harvest Heartland, won the Feeding America 2013 Innovation Award – Feed Category for its integrated, statewide marketing campaign to generate awareness for SNAP (Supplemental Nutrition Assistance Program) among non-participating seniors and the newly unemployed. The campaign’s radio, bus and online advertising spurred more than 59,000 new SNAP enrollees in 2012. Hunger-Free Minnesota is a campaign to close the 100 missing-meal gap in the state. Among its partners and supporters are community leaders and citizens, nonprofit agencies and organizations, food banks, food shelves and corporations.

1,000,000 meals
Number of meals the Meals for Minds mobile school pantry program has distributed at 11 schools in the Twin Cities since 2010. Meals for Minds, (supported through funding from Target) sets up grocery distribution sites at high-need elementary schools across the Twin Cities monthly during the school year for families of children enrolled at the school.

$800 annually
The cost to each Minnesota family of allowing people to go hungry, based on total health and education consequences inflicted when our neighbors miss meals.

Source: University of Minnesota Food Industry Center’s Cost/Benefit Hunger Impact study
FOOD RESCUE: WALMART
retail partner with outstanding contribution to the “rescue” of food
Walmart has made a remarkable commitment to end hunger nationally and in our local community. In 2013, they donated nearly 7 million pounds of fresh food through our Retail Food Rescue program. In addition, Walmart has helped us deliver this food by contributing a food rescue truck, as well as paving the way for agency partnerships with its stores—allowing the Food Rescue program to reach beyond the Twin Cities metro area into our rural communities.

VOLUNTEER: TARGET
partner with the largest impact on operational productivity via donated time and labor
Employee engagement through volunteering is a key component of Target’s partnership with Second Harvest Heartland. Each month during the school year, Target team members come together to volunteer at the Target Meals for Minds school pantry program, providing additional food to help feed children and their families which helps support health and readiness to learn at school. Target and their employees show a deep commitment to our community by volunteering thousands of hours each year at Second Harvest Heartland.

FINANCIAL: GENERAL MILLS
partner with the leading financial impact on hunger relief programs
General Mills provides significant financial support to Second Harvest Heartland through initiatives like Share Fresh, employee match donations, and major event and campaign sponsorships. One of the most inspiring displays of support is their commitment to engaging their employees by matching employee donations. During their Feed the Need Food & Fund Drive held each year, General Mills employees collect food and also raise funds that are then matched monetarily by the General Mills Foundation.

AWARENESS: PIONEER PRESS
partner generating outstanding visibility in delivery of programs
For the third year, the Pioneer Press partnered with Second Harvest Heartland for the “Summer Hunger is No Picnic” campaign to raise awareness about the issue of childhood hunger and encourage the community to take action. The Pioneer Press took action by developing a creative campaign including multiple ads in their newspaper and online throughout the summer. Their generous promotional support helped drive donations and community engagement and ultimately helped provide more meals to children and their families experiencing hunger.

INNOVATION: C.H. ROBINSON
partner with unique vision and volume delivery of a program or product
After a successful sweet corn rescue in 2012, improvements were identified that could make the large-scale agricultural surplus rescue even more successful in the future. C.H. Robinson rose to the challenge and helped solve logistical needs in transportation—shortening delivery times and reducing waste. More importantly, more than 600,000 pounds of sweet corn was delivered to partner Feeding America food banks across the country and to the tables of families in need.

FOOD: SVIHEL VEGETABLE FARM
partner with outstanding value and volume of donated food
John Svihel, a fruit and vegetable grower near Foley, Minn., wanted to put use to all of the nutritious produce left behind in his fields because of its less-than-perfect appearance. Upon learning that Second Harvest Heartland could capture fresh produce like this through a new program called “Plant to Donate,” supported by The Mosaic Company Foundation, he had his workers gather everything in the field. As a result, more than 800,000 pounds of fresh cucumbers, peppers, cantaloupe, watermelon and green beans were provided to our hungry neighbors in need.
We have made every attempt to ensure the accuracy of these lists, and apologize for any errors or omissions.
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THANK YOU to our partners and donors

INDIVIDUAL DONORS

$25,000+
Dave and Judy Buerkle
J. Randal and Sharon Cochrane
Robert and Teri Crosby
Otto C. Winzen Trust

$10,000 - $24,999
Dean and Cheri Broadhead
Josephine Carpenter
Ronald and Joan Cornwell
Dolores Costello
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Jim and Julie Wohlford

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Gregory and Sally Anderson
Joel and Amy Anderson
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Brian and Mary Wilcox
Jim and Deb Wilmes
Scott and Jill Wine
Dave and Janet Zens
Derek Zimmerman
Phil and Anne Zink

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Albert’s Organics
Aldi
Arden Culinary
Barrel O’ Fun
Best Maid Cookie Company
Bobby & Steve’s Autoworld
Bushel Boy Farms
Caribou Coffee
Catallia Mexican Foods
Chandler Topic Co.
Cherry Lake Farms
Coborn’s/Cashwise
Coca-Cola Refreshments
Conagra Foods
Cub Foods
Dean Foods
Deli Express
Diversified Snacks
Ed Fields and Sons
Edling Farms
Fairmont Foods of Minnesota
Faribault Foods
Frito-Lay
Gedney, MA
General Mills
Girl Scouts of MN/WI River Valley
GNP Company
Gordy’s
Gray Potato Farm
Gumz Farms
Hayes Farms
Hy-Vee
Izzy’s Ice Cream
J.M Smucker
Jennie-O Turkey Store
Jerry’s Foods
Jim’s Market
Keebler Company
Kems
Kowalski’s
Kunkel Company
Kwik Trip
Lettieri’s
Lunds/Byerlys
Mason Brothers Grocery
McLane Minnesota
Metro Produce
Minneapolis Farmers Market
MN State Fair
Morningstar Foods
Nestle
Nordic Ware
Novak’s Grown-Right Vegetables
Nuto Farms
Pahl Farms
Pan-O-Gold Baking Company
Pepperidge Farms
Pepsi Beverage Company
Peterson Brothers
PouchTec Industries LLC
Prairie Potato Company
Radermachers
Rainbow Foods
Renpure
Sam’s Club
SeaShare
Stafford County Flour Mills
Stoney Brook Farms
SunOpta Food Group LLC
Super America
SUPERVALU
Svihel Vegetable Farm
T J Farms
Target
The 7UP Bottling Company
The Schwan Food Company
Tri Campbell Farms
Twin City Produce
US Foods-Minnesota
Viterra
Walgreens
Walmart
Wholesale Produce Supply Co.
## Volunteers

### 1,000+ hours
- Rich McDonough
- Kath Penman
- Aaron and Sandra Peterson
- Dung Pham
- Barnett Press
- Timothy Reckinger
- Joan Reisem
- Jennifer Ridgeway
- Richard Ryan
- John Schaefer
- Ruby Simmons
- Elissa Snell
- Jason Southworth
- John Sullivan
- Roberta Swanson
- John Sweet
- Abbie Tish
- Pauline Walker-Singleton
- Pamela White
- Catherine White
- Karla Wiessner
- Wendy Wilkinson
- Katie Willis
- Karina Winkelman
- William Wisen
- Nancy Zingale

### 100-499 hours
- Michelle Anderson
- Pierre Armell
- Jessie Austin
- Leah Baack
- Jan Bartels
- Bruce Bodelson
- Roger Bromander
- Axel Cabrera
- Bob Coderre
- Janna DeLue
- Michelle Einstein
- Jerry Elfert
- Kevin Elgin
- Amy & Rachel Flynn
- Michael & Roxanne Fons
- Michelle Foster
- Eric Franzen
- Jerri Freier
- Edward Freier
- Delores Hagen
- Kurt Hager
- Heather Hammond
- Mark Hanson
- Anne Hill
- Susan Hobmann
- Sierra Jackson
- Anne Jenkins
- Jackie Johnson
- Buzz Karnes
- Nicole Kathman
- Staff Katoo
- Kathy Kellihier
- Cullen Kiely
- Joyce Krostag
- Barry Langton
- Julie Laven
- John Lockmann
- Gene Mammenga
- Lois Markie
- Yvette McCluskey
- Alison McKeever
- Julie Norell
- Bill O'Dowd
- Gary Oie
- Marcia Olauson
- Heidi Olson
- Marsha Othoudt
- Peter Overchuk
- Carla Palmer
- Laverne Gilliam
- Matt Graybar
- Katelyn Halgrimson
- John Hanson
- Wil & Myra Hirsch
- Brandi Hofmann
- LaDonna Jackson
- Logan Johnson
- Mark Johnson
- Badhaftu Kadir
- Sam Kieh
- Judy Kipka
- Lydia Kostuch
- Thomas Kostuch
- Mary Kotek
- Christine Linde
- Mary Lindner
- Paulette Marschel
- Moira McComas
- Maryann McNeill
- Maxine McPherson
- Joe McPherson
- Mary Meyenburg
- Frank Miller
- Linda Morrison
- Na Moua
- Judy Muellner
- Nik Neiss
- Pauline Nguyen
- Suzanne Niemi
- Madalyn Nones
- Keith Olson
- Nora Patton
- Debbie Pearson
- Tammy Peterson
- Pamela Przymus
- Angi Rankl
- Lynne Richmond
- Deanna Rosencrantz
- Rebecca Salmonson
- Donna Saumweber
- Carolyn Sayers
- Jerry Scholten
- Dorothy Scales
- Samantha Stutzman
- Diane Syverson
- Marlene Wahl
- Kimberly Weller
- Nancy Xiong
- Kathi Zusman

### 99-60 hours
- Abdifatah Ahmed
- Bob Aleckson
- Yewande Aluko
- Peter Anthonisen
- Hannah Arsenault
- Dantanyan Bennett
- Frank Blasio
- Patricia Blasewski
- Jeanette Brandt
- Chris Carlin
- Ashley Chesmore
- Christ Recovery Center
- Julene Coulter
- Mary Cripe
- Noah Curland
- Thanh Dinh
- Hoi Dinh
- Sandra Dokka
- Sameh Elmasry
- Bodil Forsling
- Audrey Freeman
- Paulette Fruchtenbaum
- Linda Garay

### 59-10 hours
- Infinite Campus
- Infor
- Kemps
- Lee Lynch and Terry Saario
- Lenders Processing Services
- LHB
- Lisa and Jenna Simon
- Macy’s Foundation
- Maplewood Imports
- Martin|Williams Advertising
- McKesson
- Memorial Blood Centers
- Merjent
- Minnesota Department of Education
- Minnesota Pollution Control Agency
- Minnesota Vikings
- Neurosurgical Associates
- Newmarket International
- Patterson Companies
- Pepsi Company
- Pittsburgh Steelers Fans of Minnesota
- Schwans Consumer Brands
- Short Elliott Hendrickson
- Sons of Norway
- Sri Saibaba Mandir
- St. Paul Radiology
- State of Minnesota Revisor’s Office
- TCI Business Capital
- The Nature Conservancy
- Transamerica Life Insurance Company
- Unisys
- Valleyfair
- Wells Fargo
- Wilshire Park Elementary School
- WSB & Associates

### 3M Engineering
- AdvisorNet Financial
- Alerus Mortgage
- AmeriPride Services
- Ameriprise Financial
- Arch Insurance Group
- Arizant Healthcare
- Arthur, Chapman, Kettering, Smetak & Pikala
- Best Vendors Management
- BI Worldwide
- Blanski, Peter, Kronlage & Zoch
- Brocade
- Capitol Lien Records & Research
- Carlson Capital Management
- Catherine Delmonico
- CenturyLink
- CHS
- City & County Credit Union
- CorePower Yoga
- Darkness Radio / Dave Schrader
- Discount Tire Company
- DriSteam
- Dunn Bros Coffee Grand Avenue
- Ecolab
- Eide Bailly
- Express Scripts
- FIS Foundation
- General Mills
- Get in Gear
- Gotta Go Gotta Throw
- Gray Plant Mooty
- H.B. Fuller
- HCC Life Insurance Company
- HealthPartners
- Hema Balachandran
- Holmes Corporation
- ING
- Kemps
- Lee Lynch and Terry Saario
- Lenders Processing Services
- LHB
- Lisa and Jenna Simon
- Macy’s Foundation
- Maplewood Imports
- Martin|Williams Advertising
- McKesson
- Memorial Blood Centers
- Merjent
- Minnesota Department of Education
- Minnesota Pollution Control Agency
- Minnesota Vikings
- Neurosurgical Associates
- Newmarket International
- Patterson Companies
- Pepsi Company
- Pittsburgh Steelers Fans of Minnesota
- Schwans Consumer Brands
- Short Elliott Hendrickson
- Sons of Norway
- Sri Saibaba Mandir
- St. Paul Radiology
- State of Minnesota Revisor’s Office
- TCI Business Capital
- The Nature Conservancy
- Transamerica Life Insurance Company
- Unisys
- Valleyfair
- Wells Fargo
- Wilshire Park Elementary School
- WSB & Associates

### Monthly Donors
- Click here to view full list
### REVENUE

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<th>F2012</th>
<th>F2013</th>
<th>% Change-13-12</th>
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<td>$114,482,854</td>
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### PROGRAM EXPENSES

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<td>$2,390,719</td>
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</table>

### ASSETS

<table>
<thead>
<tr>
<th>Current Assets:</th>
<th>F2012</th>
<th>F2013</th>
<th>% Change-13-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$3,116,577</td>
<td>$2,110,271</td>
<td>-32.3%</td>
</tr>
<tr>
<td>Investments</td>
<td>$507,782</td>
<td>$760,713</td>
<td>49.8%</td>
</tr>
<tr>
<td>Accounts Receivable:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade</td>
<td>$860,881</td>
<td>$661,634</td>
<td>-23.1%</td>
</tr>
<tr>
<td>Grants</td>
<td>$460,499</td>
<td>$328,573</td>
<td>-26.5%</td>
</tr>
<tr>
<td>Other</td>
<td>$1,361,504</td>
<td>$2,475,602</td>
<td>81.8%</td>
</tr>
<tr>
<td>Inventory</td>
<td>$6,142,369</td>
<td>$6,630,465</td>
<td>7.9%</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$16,123</td>
<td>$135,508</td>
<td>740.5%</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>$12,465,735</td>
<td>$13,112,766</td>
<td>5.2%</td>
</tr>
<tr>
<td>Land, Buildings and Equipment Net</td>
<td>$4,602,755</td>
<td>$4,602,569</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$1,012,128</td>
<td>$251,072</td>
<td>-75.2%</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$18,081,618</td>
<td>$17,966,407</td>
<td>-0.6%</td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Current Liabilities:</th>
<th>F2012</th>
<th>F2013</th>
<th>% Change-13-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$940,208</td>
<td>$931,625</td>
<td>-0.9%</td>
</tr>
<tr>
<td>Current Maturities of Long-Term Debt</td>
<td>$280,913</td>
<td>$538,455</td>
<td>91.6%</td>
</tr>
<tr>
<td>Fiscal Agent Payable</td>
<td>$40,474</td>
<td>$11,776</td>
<td>-70.0%</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>$598,358</td>
<td>$737,419</td>
<td>24.5%</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>$1,853,953</td>
<td>$2,219,075</td>
<td>19.7%</td>
</tr>
<tr>
<td>Long Term Debt, Net of Current Portion</td>
<td>$1,500,826</td>
<td>$1,263,165</td>
<td>-15.8%</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$3,354,779</td>
<td>$3,482,240</td>
<td>3.8%</td>
</tr>
<tr>
<td>Net Assets:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted Operations</td>
<td>$8,501,711</td>
<td>$7,492,447</td>
<td>-11.9%</td>
</tr>
<tr>
<td>In Kind</td>
<td>$5,275,610</td>
<td>$5,903,674</td>
<td>11.9%</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>$13,777,321</td>
<td>$13,396,121</td>
<td>-2.8%</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$14,726,839</td>
<td>$14,484,167</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$18,081,618</td>
<td>$(17,966,407)</td>
<td>-0.6%</td>
</tr>
</tbody>
</table>

### PROGRAM EXPENSE: 96.2% 96.5%

### GENERAL & ADMINISTRATION EXPENSE: 1.6% 1.2%

### FUNDRAISING EXPENSE: 2.2% 2.3%  

*numbers don’t include Hunger-Free Minnesota*
MEASURING SUCCESS
FY13 FINANCIAL METRICS

TOTAL POUNDS AND MEALS DISTRIBUTED

2010: 59,622,472 lbs, 23,194,961 meals
2011: 70,566,053 lbs, 55,130,080 meals
2012: 76,397,952 lbs, 59,685,900 meals
2013: 83,831,394 lbs, 65,493,277 meals

REVENUE SOURCES

- Food Donations: 81%
- Government Contracts: 1%
- Contributions: 11%
- Program Services: 6%
- Other Revenue: 1%

In FY2013, 96% of every dollar received went directly to support our programs.

POUNDS OF FRESH PRODUCTS (PRODUCE, DAIRY, MEAT, BREAD AND DELI) DISTRIBUTED IN 2013

2010: 23,194,961 lbs
2011: 28,477,323 lbs
2012: 25,558,915 lbs
2013: 40,371,544 lbs
There are many ways our community can get involved and help Second Harvest Heartland end hunger.

Below are a few examples of how partners in our community have invested their support to help us reach our goals.

**SPONSORSHIP:**
**THE MOSAIC COMPANY FOUNDATION**
More than 6 million meals—that’s how many meals The Mosaic Company Foundation has helped provide to our neighbors in need through its generous support of our Give to the Max Day fundraising efforts. For the last three years, The Mosaic Company Foundation provided $100,000 in matching funds—encouraging thousands of people in our community to donate to Second Harvest Heartland and other charities on this inspiring day of online giving. Last year, more than 2,400 donors contributed to Second Harvest Heartland, the largest number of unique donors in a single day yet.

“Mosaic seeks partners with a track record of creating innovative and impactful programs, which is why Mosaic has chosen to work with Second Harvest Heartland. Give to the Max Day is a great opportunity to inspire the entire state of Minnesota and beyond to make a difference in the communities in which they live and work,” said Chris Lambe, Senior Director, Social Responsibility, The Mosaic Company.

**CORPORATE ENGAGEMENT:**
**BREMER BANK**
Bremer Bank’s long-standing, nearly 10-year partnership with Second Harvest Heartland includes many levels of support, but its generous $50,000 match to inspire the community to volunteer and support hunger relief during Hunger Action Month through the Double Down Challenge, was especially inspiring.

Nearly 3,000 people raised their hands to take on this challenge and provided more than 9,600 hours of service; 1,500 of which were brand new to Second Harvest Heartland. Their hours of service turned on more than $48,000 of the match providing 178,000 meals.

“Hunger is an issue that impacts many families in Bremer Bank communities,” said Greg Hilding, Bremer Bank Group President. “Our employees are passionate about strengthening our communities, and supporting Second Harvest Heartland during Hunger Action Month was a great way for Bremer to demonstrate its commitment to work with other community leaders to end hunger.”
WORKPLACE GIVING: **3M**

“Goose bump” moments—that’s how Shelley Ehrman, Communications and Administrative Operations Manager for 3M Industrial Business Group Services, describes her volunteer experiences with Second Harvest Heartland through her work at 3M.

At this year’s 2nd Annual 3M Industrial Business Group Pack-a-Thon, nick-named “Taterpalooza,” Shelley and 206 of her co-workers packed more than 40,000 pounds of potatoes, with each hourly shift competing for top productivity results and lunch with their group’s Executive Vice President.

“We are helping those less fortunate, providing a warm fuzzy feeling to all those involved. We are making a positive impact on lives and providing a positive experience for our employees and for 3M,” said Shelley.

3M has consistently engaged their employees in serving their community and hunger relief with Second Harvest Heartland through their volunteer engagement and employee giving campaigns—ranking in our top five corporate donors for employee hours in the past five years.

**FOOD DONOR: THE SCHWAN FOOD COMPANY**

For nearly a decade, The Schwan Food Company has been providing Second Harvest Heartland and local food shelves with high-quality food products to help feed our hungry neighbors. The donated food products are convenient and easy to prepare—two important qualities our agency partners and clients appreciate.

“One of our core values is ‘helping one another.’ While in a lot of ways that core value speaks to the way we operate internally, it also speaks to the broader community,” said Theresa Zaske, community relations manager with Schwan’s. “We’re a food company. And, as a food company, finding ways to get wholesome but unsalable product into the hands of folks who need it makes perfect sense. In choosing to partner with Feeding America and its affiliated food banks, we have a strong partner who can assure that our products are handled appropriately and are quickly distributed to folks in need.”

Second Harvest Heartland
651.484.5117 • 2harvest.org
1140 Gervais Ave. St. Paul, MN 55109
**FAMILY FOUNDATION:**
**HOGNANDER FAMILY FOUNDATION**

From childhood, Orville “Joe” Hognander Jr. says his parents instilled in him a commitment to helping others. He recalls his mother telling him “we must help those less fortunate” and handing him coins to give to disabled WWII vets asking for money on the streets. Moments like these, Joe says, reflect the principles on which he was raised.

Today, through the Hognander Family Foundation, Joe carries on his parent’s legacy of helping others by supporting organizations that strengthen communities. “Second Harvest Heartland serves a crucial role in this effort by providing food to those who need it and it’s important to support this work.”

In addition to being a convenient way to give, Joe believes family foundations, like his at The Minneapolis Foundation, involve the whole family in philanthropy and are a way to pass on family values to younger generations.

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**INDIVIDUAL GIVING:**
**JIM & KATHY GELDER**

Like many of our generous donors, Jim Gelder was first introduced to Second Harvest Heartland through a United Way workplace giving campaign while working for ING Minneapolis. According to Jim, ING’s commitment to investing in the community was a catalyst for his own dedication to helping others. “It established a bond to Second Harvest Heartland,” said Jim.

The bond grew over time. Jim found opportunities to share his passion of hunger relief, including a tour of the Second Harvest Heartland warehouse in Maplewood with his ING colleagues and then visiting the Golden Valley facility with his wife.

“(My wife and I) both have seen firsthand how Second Harvest Heartland does what it does,” said Jim.

Retirement has since transported Jim and Kathy to their new home in Arizona, but they continue to support organizations that build strong communities, like Second Harvest Heartland, as well as a food bank in Arizona.

“We’ve developed a heart for feeding people,” said Jim.

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1140 Gervais Ave. St. Paul, MN 55109
EVENT – DISH: CUISINE FOR CHANGE
For the 10 years that our annual gala, Dish: Cuisine for Change, has been bringing the community together to help end hunger, Stephani and Jim Tikalsky have only missed attending one year.

After receiving an invitation in the mail for the second annual Dish nine years ago, they attended their first event, and were hooked.

Dish’s unique, fun atmosphere, along with Second Harvest Heartland’s hunger relief work, has brought the Tikalskys back year after year. Stephani has also served on the Dish auction committee for the past six years.

“It’s a great way to spend an evening—good food, drink, auction items and entertainment—and you can feel good about helping make a difference. There’s something powerful when you look around and see all the restaurants who have volunteered their time and food, the volunteers who have worked to make the evening a success, and all the attendees who have come to support a worthwhile cause. It’s exhilarating,” said Stephani.

LEGACY GIFT: WANDA LORENTZEN
Wanda Lorentzen had a very independent spirit and was a life-long learner, with over 1,200 books in her personal library. She was also very generous and cared deeply for helping those around her and from afar—hosting many foreign exchange students from all over the world.

When Wanda learned of her terminal illness in 2011, she had a discussion with her sister, Deb Gerber, on how to establish a long-term commitment to helping those in need in her community. According to Deb, Wanda decided that food was one of the basic human needs she wanted to support and selected Second Harvest Heartland as the organization she most trusted with her bequest.

Deb is very proud of her sister. Not only for the thoughtful way Wanda planned her Legacy Gift, but for also pursuing her value of independence by taking the steps to self-direct her Legacy while she was still with us.
YOU CAN DO MORE THAN EVER TO FIGHT HUNGER.

Every $1 provides $8 worth of food!

Yes! I want to help provide food for hungry families in my community.

Enclosed is my tax-deductible contribution of:

- $10
- $25
- $50
- $100
- Other $ ________________

Please find my check, payable to Second Harvest Heartland, enclosed

Please charge my:
- Visa
- MasterCard
- American Express
- Discover

Account #: _____ _____ _____ _____ CSV _____ Exp Date __/__/____

Signature (Required) ____________________________________________

Name: __________________________________________________________________________

City: ___________________________ State: _____ Zip: ______

Phone: (____)____-______ Email: ______________________

204a Please mail your donation to Second Harvest Heartland
PO Box 64051 • St. Paul, MN 55164-005 • Call 651-209-7950

Or give online at 2harvest.org/impact. Thank you for your generosity!

Sincere thanks to the Pioneer Press for helping us share our story here and for their continued support.